

**MARTIN MILLER'S GIN CONTINUES ITS ASSOCIATION WITH  
EMERGING ART, REWARDS TALENT WITH  
StART ART FAIR 2022 PARTNERSHIP**

First-ever annual StART Martin Miller's Gin Emerging Art Prize 2022 at StART Art Fair, a dedicated platform for rising art talent



**9<sup>th</sup> May 2022, London, UK.** Martin Miller's Gin, the world's most awarded gin brand since 2004, continues its support of emerging art with the announcement of its new partnership with StART Art Fair, a contemporary art fair taking place from Wednesday 12- Sunday 16 October 2022 at the prodigious Saatchi Gallery in London. As 'Official Sponsor' of the fair, Martin Miller's Gin will open its own branded lounge on-site serving a selection of 'surreal' serves, created by Global Brand Bartender Danil Nevsky and inspired by the origins of this first ever super premium gin brand, along with a new Art Prize which is to act as a platform for rising future talent.

**Martin Miller's Gin and StART Art Fair in partnership**

Since 2014, StART Art Fair has helped to springboard the careers of many emerging artists from around the world. United in this spirit of putting creativity at the centre at all costs, Martin Miller's Gin, inspired through its From Madness To Genius brand positioning, has challenged the convention of traditional gin production since 1999 and created a genius result which kicked off the gin renaissance.

**The Martin Miller's Gin StART Emerging Art Gallery**

A Gallery space will showcase artist applications in the first-ever group show of its kind within StART Art Fair, selected and curated by emerging curator Louis Chapple. Fair visitors will have the opportunity to purchase artworks from this show.

**The Martin Miller's Gin StART Emerging Art Prize 2022**

The inaugural Martin Miller's Gin StART Emerging Art Prize 2022 pursues the brand's commitment to supporting young and emerging art talent with the support of StART's expertise in the domain. From 9<sup>th</sup> May 2022 StART and Martin Miller's Gin will be calling on emerging artists who are London based or within easy reach of London from all artistic disciplines to submit an artwork that responds to the theme of transformation which is embodied in Martin Miller's Gin dna through its production ethics and creative vision.

Applications close on 15th June 2022 with the winner to be selected by a committee including StART's own emerging curator Louis Chapple, StART Art Fair Founder Serenella Ciclitira and Robert Eastham, Global Sales & Marketing Director, Martin Miller's Gin and announced on Thursday 14 October 2022 at a special Prize-giving ceremony at StART art fair. Five shortlisted artists will be invited to attend the ceremony, where cash Prizes of £5,000 for the overall winner, and £1,000 for two runners' ups will be given. The winner will also be given the opportunity to have their artwork placed onto a limited edition of Martin Miller Gin bottles to be launched exclusively at StART Art Fair 2023.



### **'Surreal' Serves**

Taking over a stand-out bar space within a central location at the fair, Martin Miller's Gin will introduce visitors of the fair to a selection of surrealist art movement serves created by Global Brand Bartender, Danil Nevsky and inspired from the brand's central DNA theme of Transformation. One serve will be exclusive to the fair and only served during Danil Nevsky's star bartender shift. Further announcements will be made in June 2022.

As **David Ciclitira, Founder, StART Art Fair** comments: "Martin Miller was a true innovator and the Millers' Antiques Guides he founded with his wife Judith Miller have become antique collectors' bibles. It is a testament to his wide-ranging talent that he then went on to develop one of the world's best gins and I salute his entrepreneurial courage. I am honoured to be hosting the first art award in the name of his gin brand, recognising emerging art talent."

**Robert Eastham, Global Sales & Marketing Director Martin Miller's Gin**, continues: "We couldn't be happier to be announcing this partnership with StART Art Fair, the perfect platform to launch emerging art talent into their careers and a befitting legacy to our founder's story. Creativity, transformation and duality is at the heart of Martin Miller's Gin. We see a synergy between the way we separately distill the botanicals for Martin Miller's Gin and then blend it to strength with the transformative Icelandic water delivering the worlds most-awarded gin brand since 2004, with the way that an artist transforms a brilliant idea into a great work of art. This is what we call From Madness To Genius."

For further information please visit [www.martinmillersgin.com](http://www.martinmillersgin.com).

### **Notes to Editors**

#### **About Martin Miller's Gin**

Martin Miller's Gin was founded out of a 'mad' idea and obsession to create the world's best gin. It was the first super premium gin on the market, triggering the gin renaissance when it launched in 1999. Martin Miller and friends challenged the convention of traditional gin production with a unique dual distillation process and dual heritage – liquid distilled in England from the finest botanicals and blended with the world's purest water from Iceland.

They discovered the secret of the superior taste by first distilling with juniper and earthy botanicals, dried lime peel, and then with a separate distillation for citrus botanicals combining both distillates later. This, they found, gave the gin a much better balance between the signature notes of juniper, essential to any good gin, and the bright, refreshing notes of citrus. A refreshing, modern 'twist on tradition' became signature to the Martin Miller's Original Gin liquid.

It was in their search for the purest Icelandic water where they found the magical ingredient with a transformational quality giving the liquid its Arctic clarity, signature softness and gentle bouquet resulting in the genius taste that is now the benchmark for super-premium gin globally.

Since launch, Martin Miller's Gin has consistently won the most awards of any gin brand in the world and is recognised and respected by the industry, connoisseurs and gin lovers for its supreme quality and originality. Having won more gold and platinum medals than any other gin in the last ten years at the most respected



competitions; ISC, IWSC and San Francisco World Spirits Competition. Martin Miller's Gin has also been awarded the highly prestigious Superlative Awarded by the U.S. Beverage Tasting Institute, scoring 97 points on multiple occasions, the only gin to have done so.

This inspirational story of transformation found in Martin Miller's Gin holds a close affinity with the artistic process. From an outlandish vision, a liquid masterpiece was born - from madness to genius. In January 2018, Zamora company acquired the majority stake in Martin Miller's Gin.

[www.martinmillersgin.com](http://www.martinmillersgin.com)

#martinmillersgin

#FromMadnessToGenius

### **About Zamora Company**

Zamora Company is a Spanish company with 100% family capital, which produces and markets wines and spirits with high added value, aimed at customer satisfaction and the creation and development of premium brands.

With participation in more than 80 countries, Zamora Company is made up of an experienced international team of more than 400 people and an extensive portfolio of Premium brands, with production plants in Spain, Italy, the United States and the Dominican Republic, and with a turnover annual of 208 million euros.

Zamora Company is the owner of recognised brands of international prestige, such as Licor 43, Ramón Bilbao, Limoncello Villa Massa, Martin Miller's Gin, Lolea Sangria, Mar de Frades, Pacharán Zoco, Cruz de Alba, Thunder Bitch and El Afilador Orujos, to which we must add those distributed and invested brands that form part of the company's product portfolio: Matusalem, Pommery Champagne, among others.

[www.zamoracompany.com](http://www.zamoracompany.com)

### **About StART Art Fair**

Since its founding in 2014 by David and Serenella Ciclitira, StART art fair has helped to springboard the careers of many emerging artists from around the globe. In 2021 over 15,000 people came to explore its showcase of more than 70 emerging and established artists, hailing from 25 countries including South Africa, Ecuador, Portugal, Colombia, India, Austria, Korea, Thailand and Ireland, providing collectors and art enthusiasts alike with the opportunity to discover the most exciting works from both established and developing global markets. To complement the fair, 2021 saw the launch of a new art e-commerce platform StART.art, as well as a series of pop-up selling exhibitions called StART+. The inaugural StART+ opened in Knightsbridge, November 2021, followed by Cape Town in March 2022, with more editions planned for 2022. The first StART art fair Seoul will open at the Litenum in the fashionable Sung Dong Gu district, running 31 August-6 September 2022.

[www.startartfair.com](http://www.startartfair.com)

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